

A NEW, EXCITING VISION IN THE WORLD OF COMMODITIES

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In any knowledge area or human calling, whenever a huge amount of information and experience is accumulated, the need of an essence decanter appears in order to generate big theoretical and methodological synthesis as the fundamentals of a science.

The amazing evolution of the trade with material and immaterial commodities, practiced in the last two decades at international and world level, open a vast area of research for the science of commodities. These evolutions represent a socio-economic phenomena that prove that a product, useful or very useful for a certain use or for more uses, becomes merchandise only if it is sold profitably on the market, so when it is a professional trade object.

The book I'm presenting includes a carefully selected thematic area reflecting the present state of synthesis of the Romanian modern thinking in the area of the science of commodities, as well as the way of involvement, of operating with the terms, categories and pragmatism supposed by the trade processes that need to be monitored in the market economy.

In the meantime, we have to emphasize that these researches are the result of concerns and achievements of the authors published in Romania and abroad, benefiting of a great appreciation.

These recent scientific researches in the science of commodities are treated in an impeccable university manner by there mere authors.

The valuable group of authors is made up of the following personalities: phd. Professor Dinu Vasile – coordinator and author of the book, phd. Professor Diaconescu Ion, phd. Professor Schileru Ion, phd. Conference lecturer Atanase Anca, phd. Conference lecturer Negrea Mihai, phd. Conference lecturer Popescu Dorin, phd. Conference lecturer Purcărea Anca, phd. Conference lecturer Stanciu Costel, phd. Lecturer Bobe Magdalena and phd. Lecturer Chiru Lelia.

The book is entitled **PRINCIPLES OF THE COMMODITIES KNOWLEDGE** and was published at Academy of Economic Studies of Bucharest Printing House, in 2008.

The first chapter of the book is entitled *“The Object of Study and the Evolution of the Commodities Knowledge”* and it presents an in depth analysis of the difference between the science of commodities and commodities study, the evolution,

significance of the phase evolution of the scientific content of the research on the science of commodities and education, as well as the characteristics of the merchandise knowledge.

In the second chapter, *“The Basic Concepts in the Merchandise Study”* are detailed and developed, being presented as a unitary and coherent assembly of the merchandise knowledge. This cognitive assembly is more than a logical sequel of the first chapter, together forming the quintessence of the principles of the science of commodities, structurally projected, professionally, within the next chapters.

In the next pages there are carefully and selectively decanted the most important components of the principles of the science of commodities.

Thus, in the third chapter there are rigorously analyzed *“Commodities Properties”* from various angles of approach including the point of view of the relationship human being-merchandise.

Chapter four deals with the latest researches and acquisitions concerning *“Elements of Theory of Commodities Quality”* and includes numerous references from the economic practice.

The fifth chapter is very interesting as well and it concerns *“Commodities Systematic and Directions for the Extension of the Merchandise Offer”*, including the part concerning ideas sources for new products.

Also supported by our own researches is chapter six *“Branding and Industrial Ownership Elements”* with an original area of problems and very well anchored in the new vision on the principles of the science of commodities.

Chapter seven *“Commodities Standardization and Certification”* is relying on a symbiosis between standardization and certification, showing clearly a relationship of complementarity between these two components. The profoundness and the distinct way of treatment show both the quality of the literature review and the unitary vision on this aspect.

“The Analysis and Assessment of the Commodities Quality” are very interestingly analyzed throughout the eighth chapter, which fundamentals the elements of connection between the analysis methods and the assessment concepts of the commodities quality as a methodological support of the commodities science.

Chapter nine *“Assuring and Managing Quality”* is in a way the interface of chapter eight, but it brings important and necessary supplement concerning the aspects of quality management, including the certification of the management system.



Well anchored in the economy of the book's assembly is also chapter ten, concerning "**Commodities Packing and Labeling**" and mainly revealing results of the authors' researches.

In the same way chapter eleven concerning "**Preserving, Storing and Keeping the Commodities**" reflects results of the own researches of the authors, presented in essence and very well connected with the assembly of the chapter.

Extremely interesting and inciting is chapter twelve concerning "**The Approach of the Consumer's Protection from the Science of Commodities Point of View**". This is owed both to the articulated way of presenting a new interface of the production with the use and to the new theory of the user's protection practice.

Thus, the principles of the science of commodities gain a new needed and useful development.

About the coordinator



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Fields of competence: commodity science and selling techniques; consumer protection; standardization-certification.

Main publications: *Non-food Products Commodity Science* (2002), *Techniques and Rules of Personal Selling* (2008), *Consumer Rights and Interests Protection* (2001); *Standardization and Certification of Products and Services* (2006). He published as single author, coordinator or co-author 15 books and university textbooks and more than 50 articles in specialized journals.

Distinctions and certifications: • N.G. Roegen Diploma for scientific research awarded by the Bucharest Academy of Economic Studies • Title of Distinguished Professor awarded by the Romanian Ministry of Education • Certification in "Elaboration of Professional Training Curricula for Commercial Agent" provided by the Irish Training and Employment Authority.

Professional Affiliation: • Member in the Consulting College under the Prime Minister Office regarding Associations and Foundations • Founder and President of the Consumer Protection Association “UniversCons” Buzau • Founding Member of the Commerce Research Centre, The Bucharest Academy of Economic Studies • Member of Internationalen Gesellschaft für Warenwissenschaften und Technologie (IGWT).

Founder and editor-in-chief of the *Amfiteatrul Economic Journal*, indexed by *Thomson Reuters - ISI Web of Knowledge*, category *Social Sciences Citation Index* and by other relevant international databases: *EconLit* (Journal of Economic Literature -USA), *IBSS* (International Bibliography of the Social Sciences – UK), *RePEc Ideas* (Research Papers in Economics - USA), *RePEc Econpapers* (Research Papers in Economics - USA), *Cabell's Directory of Publishing Opportunities* - USA. The journal is classified in *category A* by the National University Research Council.